Study #659 1/11/79

POSSIBLE BRAND CROSS-TABS

(Numbers include over-sample interviews to date)

B & H (Total)	87	Parliament	14
Carlton (Total)	41	Salem (Total)	229
Kent (Total)	75	Salem King	63
Kent Reg (K+100's)	38	Salem 100's	69
Kent Golden Lights	33	Salem Lights (K+100's)	97
Kool Filter (Total)	235	True (Total)	42
Kool Filter King	157	True Reg (K+100's)	26
Kool Milds/Super Lights	43	True Menthol	16
Marlboro (Total)	213	Vantage (Total)	41
Marlboro King Red	131	Vantage Reg	29
Marlboro 100's	44	Virginia Slims (Total)	36
Marlboro Lights (K+100's)	36	Winston (Total)	160
Merit (Total)	67	Winston King	76
Merit Reg (K+100's)	45	Winston 100's Reg	39
Newport (Total)	26	Winston Lights (K+100's)	36

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Source: https://www.industrydocuments.ucsf.edu/docs/pzyj0004